

**FOR IMMEDIATE RELEASE**

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**MPO TO GET HIGH SCHOOL AND COLLEGE STUDENTS INVOLVED WITH  
TRANSPORTATION PLANNING**

**Miami, FL** – Government agencies are looking for ways to get students involved with transportation planning. The Miami-Dade County Metropolitan Planning Organization (MPO), the agency responsible for the transportation planning process in Miami-Dade County, has commenced its Second Annual Public Service Announcement (PSA) contest for College and High School students throughout the County. Students are currently signing up for the competition to produce the most creative PSA that informs citizens on how to get involved with the transportation planning process in Miami-Dade County.

This is the first time, high school students will be participating in the PSA contest. MPO's Director, Jose-Luis Mesa stated, "It's important that young people get involved with a contest such as this. The PSA contest is a good introduction for students that have not heard of the MPO. We were very impressed with the response received for last year's contest and we want to continue to build on that. I am really excited about the future of the MPO's PSA Contest."

Dr. Bill Jong Ebot, Associate Professor of Mass Communications at Florida Memorial College (FMC), is encouraging his students to compete in this year's PSA contest. He believes that the contest will help his students with their future endeavors in communications. Barry University's Communication Director Dr. Eric Hoffman's entire class participated last year and three of his students were chosen as the winners. Those students had not heard of the MPO before they participated in the contest. Dr. Hoffman stated, "This was a real world learning experience for them. I plan on having my class participate again and hopefully winning again."

Participants' PSAs will be judged on effectiveness, creativity, clarity, and production values with two College winners and one High School winner. The deadline for applications is February 4, 2005 and will conclude with the announcement of three winners on April 1, 2005. The winning PSAs will be aired for one month each on Miami-Dade TV and other local cable channels beginning May 2005. The institution(s) and the students will also be recognized by Miami-Dade County with awards and plaques during the televised April MPO Governing Board meeting in the County Commission Chambers.

If you would like more information on the 2005 PSA Contest please call the MPO at (305) 375-4507 or visit our website at [www.miamidade.gov/mpo](http://www.miamidade.gov/mpo).

**# # #****Metropolitan Planning Organization**

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